





# Top Pinterest Uses

- Plan a Project
- Plan a Trip
- Organize an Event
- Make a Wishlist
- Start a Collection



# GOST

GOALS	OBJECTIVES	STRATEGIES	TACTICS	MEASUREMENT	NOTES
<i>Reasons we're doing this for our program.</i>	<i>Specific, actionable and quantifiable things we want to accomplish with our channel.</i>	<i>Guiding principles or general directions on how to accomplish our channel objectives.</i>	<i>Tangible output we will create to meet the objectives using our channel.</i>	<i>What we'll track and measure to determine our channel's success.</i>	<i>Issues we need to address or questions we need to answer.</i>
<b>PRIMARY GOAL #1 (FOCUS ON CALLING ATTENTION AND MAKING AN IMPACT: SMC VISIBILITY GOAL)</b>					
<b>Increase visibility of UW SMC students in the Seattle social media community.</b>	Generate interest and attention to our Pinboard: <b>150 new followers 100 pins and 50 likes</b>	Stimulate creative involvement and fun BY developing a teaser and call-to-action dynamics.	<ul style="list-style-type: none"> <li>- Contest: "How do YOU live Social Media in Seattle?" Kick-off with our own views.</li> <li>- Choose wisely the "SEO" words/phrases etc for our Board / Pins etc.</li> <li>- create fresh, appealing visual content</li> <li>- initiate exposure at cross-referencing media for traffic</li> </ul>	<ul style="list-style-type: none"> <li>- Traffic generation from FB/twitter/other</li> <li>- # of pins / repins / boards</li> <li>- LINKS / posts to other social media</li> <li>- Contest Click Through Rate</li> <li>- Additional Top Pinterest Influencers</li> </ul>	Primary audience is female skewed, young, referral driven, visually stimulated. Top "pinners" are NOT celebrities or big brands. FB is probably the largest source of "traffic". Can we reward them? See Pinterest rules / regulations.
<b>PRIMARY GOAL #2 (FOCUS ON DELIVERING A MESSAGE/CONTENT: SMC POSITIONING GOAL)</b>					
<b>Position UW SMC students as thought leaders in the field of social media.</b>	Generate engagement and referrals: <b>10 pins 20 likes and posting on other social media.</b>	Provide expert content—sources—referrals by allowing to discover / find qualified, valuable SM information.	<ul style="list-style-type: none"> <li>Connect and cross-reference "our pins" in the contest to specific, data / content about social media: infographics / blogs / statistics / tools etc</li> <li>- Projects</li> <li>- Events</li> </ul>	<ul style="list-style-type: none"> <li>Traffic generation from FB/twitter/other</li> <li>- # of pins / repins / boards</li> <li>- LINKS / posts to other social media</li> <li>- Tool for Click Through Rates</li> </ul>	<ol style="list-style-type: none"> <li>1) Time and execution constraints: is it simple to execute and measure?</li> <li>2) "Where" to go to get exposure? Pig back—go where the audiences are.</li> </ol>



# Our

	YES	NO	Comments
Content scheduling			No framework. Pin as you go.. Used Pingraphy for scheduling.
Multiple boards – no framework			Test and Learn Various stimuli
Content creation			Challenge. Mix of self creation and repins
Links to Other Platforms			Tried with multiple results. Important in real life.
Repins / Likes			VERY important! Associate yourself with the best / relevant
Internal correlation			Crucial. Create a strategy around it!



# Tools

Tool	Description	Pros	Cons
PinPuff (Pinfluence)	Measures your popularity, influence, and reach.	Accurately tracks followers, pins, repins and likes both for boards detail and total summary levels. Also provides a Reach, Activity, and Virality Score	Limit of 20 boards to track metrics
Pinagraphy	Allows you to schedule pins and track Pins, Repins, Likes, Comments	Ability to Schedule Pins	Tracking Calculations did not seem to be working accurately.
Reachli (fka Pinerly)	Allows you to create & measure campaigns. Pin suggested content. Follow interested Pinners	Easy to spread visuals over your own social channels.	Not Free. You bid for available ad space.



# PinPuff

## Reach Score

33.2

You have above average following on Pinterest and can easily be improved further.

## Activity Score

30.1

This is an ideal activity level for any influential Pinterest user.

## Virality Score

54.7

Lovely! Your pins are doing great job and people are really liking them and repining.

## UW Social Media Class's Boards (Max 20)

Board	Followers	Pins	Repins	Likes
<a href="#">Sole Proprietors/Small Business Use of Social Media</a>	82	8	0	1
<a href="#">Social Media Infographics</a>	88	35	19	9
<a href="#">Pop Culture</a>	86	59	24	11
<a href="#">Seattle &amp; Pacific NW</a>	84	24	63	28
<a href="#">Out and About</a>	82	12	6	1
<a href="#">Guest Speakers</a>	80	8	0	1
<a href="#">About Our Students</a>	86	35	8	6
<a href="#">Historical View of Social Media</a>	85	18	0	1
<a href="#">Social Media Community Manager</a>	53	13	2	5
<a href="#">Cause Marketing. Pin it if you mean it!</a>	81	29	6	4
<a href="#">Recipes</a>	85	17	1	0
<a href="#">Home Improvement</a>	85	11	4	1
<a href="#">Love my Doodles</a>	82	25	5	7
<a href="#">Successful Social Media</a>	89	10	1	1
<a href="#">Horse Stuff</a>	84	9	2	0
<a href="#">Landscape and Gardening</a>	85	3	0	4
<a href="#">Traveling the World</a>	85	55	16	18
<a href="#">Social Media Tools &amp; Technology</a>	85	8	6	1
<a href="#">How do YOU live Social media in Seattle?</a>	84	34	17	6
<a href="#">fun social media ideas UWSMC</a>	84	17	7	4

## UW Social Media

Class



26

Influence Score

FOLLOW ME ON *Pinterest*

[Seattle & Pacific NW](#)

[Pop Culture](#)

[Social Media Infographics](#)

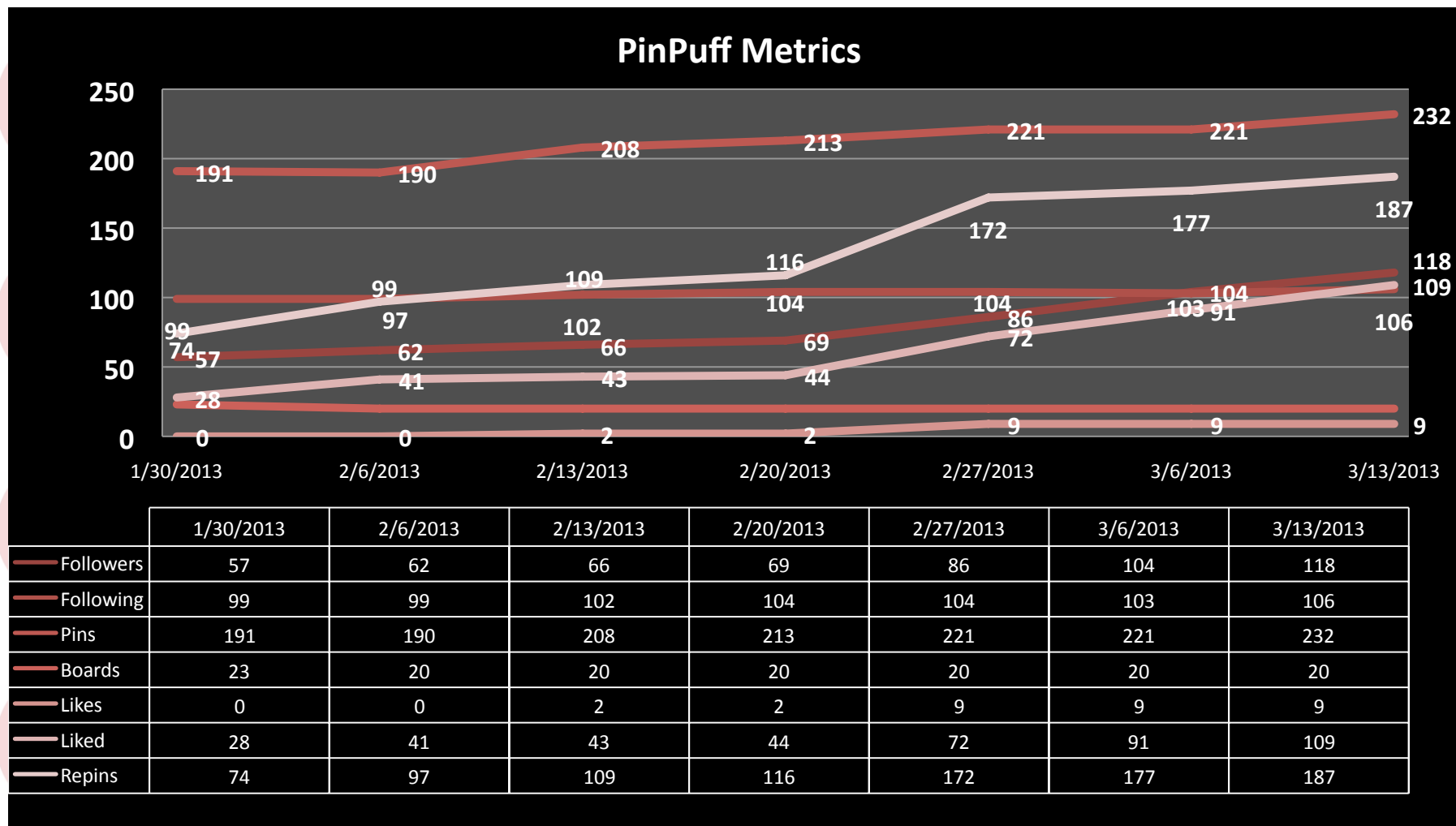
## Quick Stats

Followers	+118	118
Following	+106	106
Pins	+232	232
Boards	+20	20
Likes	+9	9
Liked	+109	109
Repins	+187	187

[f Share](#) 0 [T Tweet](#) 0 [+1](#) 0



# PinPuff Metrics





# Features

Feature	Description
<a href="#">Pinstamatic</a>	Helps you create content by website, quote, music, calendar dates, locations, sticky notes, photos and tweets. Then it allows you to PinIt.
<a href="#">Pin It for Toolbar</a>	Once installed in your browser, the PinIt" button lets you grab an image from any website and add it to one of your pinboards
<a href="#">Share As Image</a>	Highlight text on any website & push the "Share As Image" button to post the text to Pinterest, Facebook or Twitter.
<a href="#">Pinwords</a>	Allows you to quickly add a caption or description to an Image before pinning to Pinterest
<a href="#">Pin Search</a>	Chrome extension used to find where pictures are being used or originated from.
<a href="#">Pin Widget</a>	Works if you have a website and want to find out what people are saying on Pinterest.
<a href="#">Pin Alerts</a>	Setup free PinAlerts in seconds, and receive email notifications whenever someone pins something from your website.
Website Search	Use <a href="http://www.pinterest.com/source/yourwebsite.com">www.pinterest.com/source/yourwebsite.com</a> . To Find out what is being pinned from your website.



# Top Ten Repins



Ape Caves at Mt. St. Helens

12 likes 48 repins



Andrew from wta.org



# Key Learnings

## WHAT WORKED:

- Liking others content
- Reaching Across platforms, when it makes sense
- Invest on CONTENT/MESSAGING. It pays off.

## ROOM FOR IMPROVEMENT:

- Very Competitive landscape within Pinterest– plenty of options to like/repin. Production / Creative is very important.
- Repeat often and focus on what works best – always be relevant
- Be active – “always on”

## RECOMMENDATIONS:

- Content is King-Create a beautiful story
- “Social” Needs Correlation-other Pins & Boards
- Like to be “Liked”
- Engage Consistently
- Extend and Interact with other platforms.



# Questions?

